

Message Text

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FOR BED/OIM/EA - KELLY

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SUBJECT: COMPUTER EXHIBITION, AUG - SEPT 1978

REF.: USDOC 07300

1. TRADE CENTER CONSIDERS IT HIGHLY DESIRABLE TO MOVE THE COMPUTER EXHIBITION FROM THE TC EXHIBITION HALL TO THE MANDARIN HOTEL BALLROOM. THE LARGER AREA WILL ACCOMMODATE UP TO 35 PARTICIPANTS AND 55-60 EXHIBITORS AND ADEQUATELY DISPLAY THE LARGE EQUIPMENT GENERALLY ASSOCIATED WITH THIS INDUSTRY THEME. TRADE CENTER EXHIBITION HALL AND CONFERENCE ROOM AREA WOULD LIMIT PARTICIPATION TO A MAXIMUM OF 18 PA WITH 20-22 EXHIBITORS. OVERCROWDING OF TRADE CENTER FACILITIES IN PAST HAS GENERATED MANY COMPLAINTS FROM EXHIBITORS WHERE EQUIPMENT IS CONFINED AND VISITORS ARE UNABLE TO COMMUNICATE FREELY WITH BOOTH ATTENDANTS. WITH HIGH INTEREST IN SUBJECT SHOW, ADDITIONAL COMPLAINTS BY AMERICAN FIRMS CAN BE ANTICIPATED WHEN NOTIFIED EXHIBITION IS FULL AND SOLICITATION IS CLOSED.

MANDARIN IS ONLY OFFSITE LOCATION THAT HAS AIR CONDITIONING NECESSARY FOR OPERATION OF HIGHLY SENSITIVE
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COMPUTER EQUIPMENT.

2. A TECHNICAL SEMINAR IN CONNECTION WITH EVENT USING AMERICAN PARTICIPATING TECHNICIANS IS ALSO RECOMMENDED. MARKET RESEARCH STUDY FOR EVENT POINTS OUT THE NEED FOR ADVANCED TRAINING FOR USERS IN THIS MARKET AND STRONGLY RECOMMENDS A SEMINAR. TRADE CENTER IN PAST COMPUTER

EXHIBITION REPORTS AND DURING PLANNING STAGE FOR THIS EVENT SUPPORTED A SEMINAR EITHER WITH THE EXHIBITION OR AS A SEPARATE SEMINAR/MISSION. SEMINARS, ON APPROPRIATE THEMES, ARE WELL RECEIVED IN ROC GENERATING ADDITIONAL PRODUCT INTEREST AND SALES. SEMINAR ASSOCIATED WITH EIPT-78 WHERE 1016 TECHNICIANS ATTENDED RESULTED IN PARTICIPANT'S PRAISE AND SATISFACTION WITH RESULTS. BY NECESSITY, SEMINAR COULD NOT BE HELD IN TRADE CENTER FACILITY IF SECOND FLOOR CONFERENCE ROOM IS USED FOR EXHIBITION PURPOSES. SEMINAR CAN BE STAGED WITH FULL COST RECOVERY.

3. REVIEW OF TC BUDGET REVEALS THAT FUNDS ARE ADEQUATE FOR CURRENT PROGRAM AT CENTER EVEN WITH THE HEAVY REDUCTION AGREED UPON EARLIER IN THE YEAR. PROCUREMENT AND PR SUPPORT FOR TRADE PROMOTION SPECIALIST CAN BE FUNDED FROM CURRENT BUDGET LEVEL.

SPACE RENTAL, INSTALLATION AND ELECTRICAL REQUIREMENTS WILL COST APPROXIMATELY \$12,500 FOR OFFSITE STAGING OF SUBJECT EXHIBITION. PROMOTION EXPENSE WILL REMAIN SAME FOR AN IN-HOUSE OR OFFSITE EVENT. TRADE CENTER CAN FUND A SIZEABLE PORTION OF OFFSITE EXPENSE BUT WITH FIVE MONTHS OF OPERATIONS REMAINING IN FISCAL YEAR, CENTER MAY REQUIRE OIM SUPPORT FOR ALL OR A PORTION OF THE RENTAL COST ESTIMATED TO BE \$8,000.
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4. INTEREST FOR "COMPUTECH '78" IS HIGH AND AGENTS AND SUBSIDIARIES OF AMERICAN COMPUTER FIRMS IN TAIWAN HAVE REPEATEDLY INQUIRED OF CENTER THE DATE FOR STAGING EVENT THIS YEAR. CENTER IS CONFIDENT PARTICIPATION INTEREST FOR EVENT WILL BE EQUALLY AS HIGH AS THE INTEREST IN EIPT-78 WHERE 74 U.S. FIRMS EXHIBITED. EXPERIENCE WITH MANDARIN HOTEL BALLROOM, INDICATES THAT MAXIMUM OF 60 EXHIBITORS, WITH LARGE EQUIPMENT, IS CAPACITY FOR THE FACILITY. TRADE CENTER IS CONFIDENT SOLICITATION FOR A 35 PA - 60 EXHIBITOR EVENT CAN BE COMPLETE 90 DAYS IN ADVANCE OF SHOW.

TRADE CENTER HAS 9 SOLID PARTICIPANTS REPRESENTING 17 U.S. FIRMS CURRENTLY COMMITTED TO PARTICIPATE, EIGHT ADDITIONAL VERBAL COMMITMENTS HAVE BEEN IDENTIFIED. TRADE CENTER CAN SIGN 15 PA LOCALLY WITH A POSSIBILITY OF ONE OR TWO MORE. TELCON WITH PROJECT OFFICER ON 4/25 REVEALS HE HAS PAID OR VERBAL COMMITMENTS TOTALLING 20. COMPUTECH 78 HAS POTENTIAL OF EIPT-78 FOR PARTICIPANTS, REVENUE AND RESULTS.

5. TC URGENTLY RECOMMENDS THAT SUBJECT SHOW BE STAGED OFFSITE WITH A CHANGE OF DATE TO AUGUST 28 - SEPTEMBER 1, 1978. SOLID EFFORT WILL BE MADE BY TC TO FUND EVENT WITHIN CURRENT BUDGET LEVEL AND WILL ONLY SEEK ADDITIONAL OIM SUPPORT IF ABSOLUTELY NECESSARY TO MAINTAIN PROMOTION ACTIVITIES FOR FY-78'S SCHEDULE OF EVENTS.

6. TC HOLDS VERBAL, NO FEE, RESERVATION OF MANDARIN HOTEL, DRAGON BALLROOM FOR AUGUST 28 - SEPTEMBER 1. REQUEST OIM PERMISSION TO STAGE COMPUTECH '78, WITH SEMINAR AT MANDARIN. PLEASE CONFIRM. UNGER

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